

On the use of AI-based tools like ChatGPT to support management research

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Abstract

Purpose The article discusses the current relevance of artificial intelligence (AI) in research and how AI improves various research methods. This article focuses on the practical case study of systematic literature reviews (SLRs) to provide a guideline for employing AI in the process.

Design/methodology/approach Researchers no longer require technical skills to use AI in their research. The recent discussion about using Chat Generative Pre-trained Transformer (GPT), a chatbot by OpenAI, has reached the academic world and fueled heated debates about the future of academic research. Nevertheless, as the saying goes, AI will not replace our job; a human being using AI will.

Findings The main result is guidelines for the use of AI in the scientific research process. The guidelines were developed for the literature review case but the authors believe the instructions provided can be adjusted to many fields of research, including but not limited to quantitative research, data qualification, research on unstructured data, qualitative data and even on many support functions and repetitive tasks.

Originality/value AI already has the potential to make researchers' work faster, more reliable and more convenient. The authors highlight the advantages and limitations of AI in the current time, which should be present in any research utilizing AI. Advantages include objectivity and repeatability in research processes that currently are subject to human error. The most substantial disadvantages lie in the architecture of current general-purpose models, which understanding is essential for using them in research. The authors will describe the most critical shortcomings without going into technical detail and suggest how to work with the shortcomings daily.